



SPEAKER MEDIA KIT

TOM SWOOPE

Marketing Strategist · Business Mentor
Web & AI Builder · Event Producer · Author

**From garbage man to \$500K+
from one stream of income.**

SUN · NOV

15
2026

FEATURED SPEAKER

3rd Annual Wealth & Wellness Summit

2:30–5:30 PM · Akron Urban League · 440 Vernon Odom Blvd, Akron, OH 44307

“**There’s nothing wrong with your business idea. You just have to get out of the way.**

— Tom Swoope

WHAT YOUR AUDIENCE GETS

Ads That Actually Sell

The marketing and advertising playbook Tom uses to sell out rooms — so business owners stop boosting posts and hoping, and start running ads they can track to real sales.

Followers to Revenue

How Tom built nearly 500K followers — and how to turn any social following into tickets, products, bookings and brand deals.

HIS STORY

Tom Swoope started out as a garbage man. Today he has generated more than \$500K in revenue from a single stream of income.

Along the way he created Hip Hop & R&B Bingo — 300+ sold-out shows across the U.S. and Canada, including a national run with City Winery — built nearly 500K followers, and ran ad campaigns for corporations and major recording artists. Now he mentors entrepreneurs on the lesson that got him here: the idea is rarely the problem.

THE PROOF

\$500K+

Revenue from one income stream

~500K

Followers across all platforms

300+

Sold-out shows, U.S. & Canada

4

Podcast seasons

ACCOLADES & CREDITS

Garbage Man to \$500K+

Built more than \$500K in revenue from a single stream of income

Nearly 500K Followers

An audience built across all platforms, plus owned text and email lists

Business Mentor

Helps entrepreneurs get out of their own way and turn ideas into income

AI Pro

Uses AI to build apps, produce video and image content, and automate marketing

Author & Podcast Host

Story Time: Dating My Way Through the Bullsh!t (2026) · First Off In My Opinion

300+ Sold-Out Shows

Creator & host of Hip Hop & R&B Bingo, including a national run with City Winery

Ads for Corporations & Recording Artists

Paid campaigns for corporate brands and major recording artists

Web Design & Development

Builds the websites, online stores, funnels and apps behind his brands

Founder & Show Creator

Tom Swoope Events · Premium Life Enterprises LLC · The Old School R&B SingAlong · The Kulture Test

Cruise Producer

The Aunties & Unc's R&B Cruise — Virgin Voyages, June 2027

SKILLS & EXPERTISE

- Paid Social Ads
- Audience Targeting & Retargeting
- Ad Creative & Short-Form Video
- Email & SMS Marketing
- Social Media Growth & Monetization
- Business Mentoring
- Web Design & Development
- AI Content & Automation
- E-Commerce (Shopify)
- Event Marketing & Ticket Sales
- Influencer Partnerships
- Storytelling & Live Hosting

THE TALK

The big idea: there's nothing wrong with your business idea — you just have to get out of the way. Tom tells how he went from garbage man to \$500K+ from one stream of income, then hands the room the playbook.

01

MARKETING & ADVERTISING

Ads That Actually Sell

Boosting a post and hoping isn't a strategy. Tom breaks down the ad playbook he uses to sell out rooms, built for small-business budgets.

- Build an offer worth advertising before you spend a dollar
- Targeting that works on a budget: warm audiences, local reach and life moments like birthdays
- Creative that converts — real video of real customers beats a flat flyer
- Track every sale back to the ad that made it

02

BUILDING & MONETIZING A SOCIAL FOLLOWING

Followers to Revenue

Followers are rented; customers are owned. How Tom built nearly 500K followers and turns that attention into income.

- Content that grows an audience: show the room, tell the story, stay consistent
- Move followers to text and email so you can reach them on demand
- Stack income from one audience — tickets, products, books, bookings and brand deals
- Use AI and a simple website to do more with less time and money

INTRODUCTION FOR THE MC

≈ 40 seconds

"Our next speaker started out as a garbage man. Today he has generated more than half a million dollars in revenue from a single stream of income. Tom Swoope is the creator and host of Hip Hop & R&B Bingo — more than 300 sold-out shows across the U.S. and Canada — with nearly 500,000 followers across his platforms. He has run ad campaigns for corporations and major recording artists, mentors business owners, and wrote the book *Story Time*. His message is simple: there's nothing wrong with your business idea — you just have to get out of the way. Please welcome Tom Swoope!"

PHOTOS & CONTACT

Approved for event use
High-res files supplied separately



Studio headshot — program & web



Lounge portrait — flyers & social



Bar portrait — press & promo

BOOKING & PRESS

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SOCIAL

Instagram & TikTok: @firstoffinmyopinion

Facebook: @tomswoopeeevents

WEB

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CONNECT BY TEXT

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